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# Prevention of Decay In Citrus Fruit

By V. V. Hostetler, Covina, Calif.

The prevention of decay has been a problem which has confronted citrus growers since the earliest period in the commercial handling of oranges and lemons.

It is recognized that 90 per cent of the decay in citrus fruits is caused by various forms of mold, generally classified as blue mold. Blue mold spores are found in the groves and on the fruit and one infected orange will spread the microscopic fungi through the soaking tank, the brushes and other machinery of the packing house where it will lodge in the tissues of the fruit and germinate under favorable conditions of heat and moisture. While the spores cannot penetrate the rind of the absolutely perfect fruit they will work into the minute scratches, not discernible to the naked eye, caused by thorns or twigs or received in handling.

The icing of fruit temporarily arrests the development of the fungi which become active as soon as the fruit is removed from refrigerator cars.

Until the past few years 5 to 15 per cent of decay was a common condition when the fruit arrived at market and this loss frequently ran as high as 30 per cent or 40 per cent. It is estimated that 5 per cent to 15 per cent decay means from 50 cents to \$1.50 loss per box to the grower.

Many experiments for the prevention of decay have been made. Many disinfectants either injured the fruit,

were dangerous because of their poisonous properties or were too expensive to be practical.

In the summer of 1923 a borax treatment was patented for the destruction of blue mold spores. By the process the fruit is kept for seven minutes in a solution of 10 ounces of borax to a gallon of water which is maintained at a temperature of 115 to 120 degrees. The fruit is next washed in the same solution and is then rinsed but care is taken to leave an undiscernible film of the solution upon the fruit. After passing through the drier for 10 minutes the fruit is sprayed with liquid paraffin which is applied with an atomizer worked by compressed air. The paraffin is thoroughly rubbed into the pores of the fruit by a system of brushes.

The paraffin treatment, which has also been patented by the originators of the borax method, is for the purpose of sealing the fruit and preventing the evaporation of its juices. By so doing the orange or lemon retains its original plumpness, firmness and flavor. The skin does not shrivel and the "stale taste" is prevented.

The Walnut Fruit Growers Association at Walnut, California, was the first house to try out this treatment and shipped its entire 1923-1924 crop of 265 cars without ice. The experience of this association was watched with great interest by all citrus shippers of California and

Florida and as a result from 100 to 150 cars of fruit were treated daily by this method during the 1924-1925 shipping period.

Licenses for the process were purchased in the Fall of 1924 by the Mutual Orange Distributors, who are second only to the California Fruit Growers' Exchange in the shipment of California citrus fruits. All the M. O. D. houses in Southern California, numbering about 25, now treat their fruit by this process. The patentee receives a royalty per box. Without considering the saving of fruit the cost of the treatment is but a fractional part of that of precooling and refrigeration.

The treatment seems to have successfully met every kind of test. One association manager reports that during the last season, although the fruit was cleansed with difficulty after extreme orchard heating, less than one per cent of the cars shipped showed decay.

Shipments under very unfavorable ventilating conditions by boat to Vancouver, B. C., proved equally successful.

A car of processed Valencia oranges was kept for three weeks in cold storage at Covina, California, at an approximate temperature of 40 degrees, was then shipped under standard ventilation to Winnipeg, Manitoba, without a pound of ice and arrived perfectly sound.

Another packing concern gives the Continued on page 20

# CITRUS COMMENTS

BY

**R. E. Lenfest, Manager Horticultural Department  
Orange County Citrus Sub-Exchange, Orlando**

## Young Trees

It is sincerely hoped that no harm comes of an error in last month's suggestions regarding young trees. The analysis suggested for the fertilizer to be used on young trees in September should have read 3 per cent to 4 per cent ammonia, about 8 per cent phosphoric acid and 3 per cent to 5 per cent potash. Instead the first 3 was printed as a 5 which is rather a high ammonia to be used in the fall. The writer was inclined to be somewhat peeved at the typesetter who it seemed was responsible for the error. But before raising a fuss with any one the records at this end were looked over and the trouble was located. The carbon copy instead of the original copy was sent to the office and it is quite probable that the man who set up the copy studied a little over whether to make it a 3 or a 5 and finally decided on the latter figure. The carbon copy is not at hand but the original shows that a capital E was struck first and then erased and the correct figure 3 was struck. The original was corrected and clear but the carbon was not corrected and the erasing did not help its legibility.

Any growers who followed the suggestion as printed and used 5 per cent ammonia for their fall application will probably have a very vigorous growth on the trees so treated and there may be some danger of a die-back growth later. However, if the trees were normal there may be nothing show up other than an extra vigorous growth.

If there are young trees still not fertilized it will probably be the safest plan to use a 3-8-5 as a higher ammonia might prolong the fall growth so late as to run a risk of being damaged by an early frost.

## Fall Fertilizer

It is quite probable that most of the groves this fall will be fertilized during the latter part of October and November. Some groves that are indicating a special need of fertilizer will get the fall application early in October. When deciding the amount and analysis to use, the possible effect on the trees of the past

rainy spell must be kept in mind. The trees may need more fertilizer or need the regular amount at an earlier date due to the leaching effect of the rains. It might also be considered as a diluting effect since when there is a great deal of moisture in the ground it may mean that the trees have to handle a larger amount of soil solution in order to get the needed amount of food out of the soil. The present condition of the tree and fruit as indicated by the general color and condition of the tree and the size and quality of the fruit should be carefully considered. A tree with a light crop does not need as much fertilizer as one with a heavy crop but it must have sufficient to maintain its vigor and get it ready to put out a good bloom and set a crop next spring. Under average conditions the analysis best suited to this time of year would be 2 per cent to 3 per cent ammonia, at least 8 per cent phosphoric acid, and 5 per cent to 8 per cent or even 10 per cent potash. In bearing groves the fertilizer should be spread evenly and broadcast. It should not be put in narrow rings or bands around the trees.

The fall application should contain more inorganic ammonia than was used in the summer application. This enables the trees to take up the ammonia even though the weather may be dry.

## Splitting and Ammoniation

During the past few weeks a great deal of splitting of fruit has been reported. The seedling trees seem to be doing more splitting than the budded trees although some budded varieties are stated to be doing a good deal of splitting. In some groves where there was a good crop of fruit and no apparent sign of ammoniation in June there is a rather serious case of ammoniation present now. On such ammoniated groves a two to four pound application of bluestone should be put on at once. The amount to use to be determined by the size of the bearing tree. The younger bearing trees can use from one up to two pounds of bluestone. The bluestone should be spread broadcast just as

carefully as fertilizer.

## Rust Mites

Do not forget to keep watch of your bright fruit during the fall months for if the weather is dry the mites are apt to work on your late fruit and instead of having bright fruit at picking time it will be some kind of a russet.

## Fall Clean Up Spray

October is the month generally set for the fall clean up spraying. It is in the fall of the year that the scales and whiteflies most often seem to come nearer developing the stages most easily killed by insecticides at about the same time. This together with the fact that the emulsions may be used stronger in the fall makes it an ideal time to greatly reduce the numbers of scales and whiteflies. When you are sure that you need to spray then make up your mind to do it thoroughly. Wet both sides of the leaves, and cover all parts of the trees.

Do not use Bordeaux on your trees in the fall.

## Extra Fertilizer Applications

Last month the use of an extra application of fertilizer on tangerine trees to increase the size was outlined. It may be well to suggest also that pineapple oranges in some groves are showing a rather light color and it will help them to keep in a vigorous condition if they are given an extra dose of fertilizer ahead of the regular fall application. About one fourth to one third of the regular amount of fertilizer may be used.

## Cultivation

This is best done by shallow discing or shallow plowing, followed by the acme harrow. If a disc is used be sure that the depth gauge spools are not worn so as to allow them too much play up and down between the discs as this will mean deep cutting.

If a plow is used be sure that it is sharp and that the land slide and heel are wide—not worn out so as to make it hard or almost impossible to really do a job of shallow plowing.

**BANK YOUNG TREES** before the first of December or even earlier.

Continued on page 7

# Broadcasting the Citrus Market

By A. M. Pratt, Sales Manager, Chase & Co., Orlando, Fla.

To tell competitors "secrets" of one's business was an unthinkable thing a few years ago—but today it has become at least a debatable question. It still has its dangers—Nevertheless every week day except Saturday, Chase & Company will be broadcasting the day's market on Citrus Fruits from WDBO Winter Park at 8:55 PM; WJAX Jacksonville at 7:45 PM; WGHB Clearwater at 8:30 PM; and 8:15 PM soon from Tampa.

About 55% of the Citrus Fruits from Florida are sold at Auction. Therefore, what was sold at Auction is vital to every citrus grower, buyer, or shipper. The number of cars sold each day of Florida oranges and grapefruit, and the general average realized respectively for each variety will be broadcast every night a few hours after these auction sales have been consummated at the 8 leading auctions in the U. S. Also, average of California oranges will be broadcast.

This information is not an opinion or a hunch as to the market prices, but constitutes solid facts covering actual sales that aggregate over half of the entire citrus sales for Florida.

These are figures that we can not change if we would—facts that represent the supply and demand in those particular markets, and that establish the general level prices for all grades and sizes—facts that every distributor in Florida and every buyer North or in Florida reckons with in determining his own ideas of values; and facts that every grower is equally as concerned in, in figuring on what he should have or expects to get, or should do with his own crop.

In addition to this Auction Index, a brief statement of the general f. o. b. market and prices will be given. This statement will be an opinion. It may not represent what all shippers are asking or selling for but it will represent to the best of our knowledge our opinion of the general f. o. b. situation. It will not be given to boost or depress the market but simply as a statement of facts so far as we can see them. The lower market or tendency will be dealt with just as plainly as the stronger or advancing situation.

This statement of the f. o. b. market and the facts covering the actual

final sales at Auction will be available to every grower, shipper, speculative buyer or broker in Florida—as well as every broker or buyer over the United States and Canada who finds it possible to tune in at the time the reports are broadcast. With this information and also the number of cars shipped (which will also be broadcast) every person listening in will have available the fundamentals necessary for reaching his own personal opinion of the present and future situation.

Growers in Florida will have less reason for claiming they do not have the necessary information to keep them from being taken advantage of. Buyers, whether in Florida or North, will know these fundamental facts and will guide their operations accordingly. Service organizations representing growers will have available the day's auction results and the opinion of at least one operator as to the f. o. b. value on Florida's citrus offerings of that day. Some operators may consider it wise to sell for less—others, to sell for more. Prices will vary in accordance with district, quality, sizes, and the disposition and purposes of the operator, but it will be that much more information as to what actually transpired at Auction and what one concern's honest opinion is of the fob situation.

This same information has been requested by the Associated Press and will be used so far as its subscribing newspapers find it to their advantage.

The assembling of this information by fast rush messages is of course handled at Chase & Company's expense, who consider it vital to their business in endeavoring to intelligently market and distribute the citrus crop entrusted to them. It is in turn broadcast to the public at large, to grower, competitor, seller and buyer alike, knowing that its own opinion is not necessarily representative to all, and knowing (as any experienced man in marketing knows) that the events of tomorrow may prove today's opinion wrong. It is given in the belief that Florida needs team work among all operators, that we need to compete intelligently in striving to excel in service and outsell in prices, rather than undersell uselessly. It is undertaken with a certain sense of humility

in being compelled to be as frank as such a programme calls for. It is above everything else undertaken in the belief that by all growers being better informed and with competitors having whatever benefit they may secure, Florida should tend towards more settable prices, should show even greater voluntary regulation of its shipments and should increase still further the confidence and enthusiasm of the buying trade over the U. S. and Canada in Florida's most important crop.

The broadcast will follow the same form and sequence in reporting each day's market and those listening will find these reports far more interesting if the figures are taken down and compared with the figures previously noted. To any of you who wish a form on which these figures could be posted regularly, Chase & Company, Orlando, will mail a supply upon request. Your own notebook, however, may be the best place for such notes.

We hope this published marketing service will prove valuable to all.

## CITRUS COMMENTS

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er. In banking be sure that there is no trash near the trees when the banks are thrown up, then use dirt that is as dry as possible. The ordinary soil moisture will do no harm as a rule but do not bank right after a heavy rain.

CLEAN OUT FENCE rows and establish a fire guard around your grove if there is any dry cover crop in the grove or if there is a heavy growth of any kind near the outside rows of trees.

## MISS KEOWN APPOINTED DISTRICT AGENT HOME DEMONSTRATION WORK

Miss Mary E. Keown has been appointed district home demonstration agent for the East Coast of Florida, and Miss Lucy Belle Settle, former district agent, has been granted a leave of absence to attend the Florida State College for Women. Miss Keown has already started work.

Miss Keown is a former home demonstration agent in Pinellas County and has been field agent in home demonstration work for the United States Department of Agriculture.



# The History of the Golden Orange

By Thos. F. Lee, Director of Sales J. P. Holbrook Co., in Orlando Realtor

The citrus family may be classified with the nouveau riche. It has not much of an ancestral tree — it is somewhat of a social climber in the realm of fruit society. The Three Wise Men who followed the Star of Bethlehem to the manger on that memorable night, probably carried with them for refreshment a little pouch of dates. Thirty-two years later when the Christ was crucified, it is recorded that an orchard of olive trees then existed. Ontedating this, the Bible speaks of the fig, but two thousand years ago the citrus family was probably in about the same stage of civilization as was our own race of that time — half wild and wholly unknown.

The ancient Egyptian and the Romans were probably unacquainted with the fruit — at least no reference is made to it in any of their writings. Some 300 years after Christ, the citron came into Italy, then a thousand years later Europe was handed her first lemon.

The sour orange spread slowly westward from Eastern India. When it reached Mesopotamia it was given the Sankrit name of "Nagarunga." Conceivably this may have been the root from which the Spanish word "Naranja" was derived. In the Latin it finally became "Aurantium" from which our English word "Orange" derived. The Arabs took the bitter orange into Sicily a little before Richard the Lion-hearted thrilled England with his valorous deeds, and from Sicily it spread to Spain and then to Florida. The sweet orange was not known in Europe until the Portuguese brought it in from China.

And so we say the orange is new as fruit lineage goes. The fact that it today immeasurably surpasses in production the fig, the date and the olive, cannot rob them of their unnumbered centuries of tradition nor can it give unto itself a family crest.

The citrus plant itself is an interesting botanical specimen. The nearest we come to it in North or South America among native plants is the prickly ash of our own Southeast. However, the real citrus tree is quite different from any other fruit-bearing tree of the north continent.

The big main roots perform a double service — they brace the tree against the wind and they carry wa-

ter and food along the channels between the little hair-like roots and the fruit and foliage.

The wood of the tree is fine-grained, hard tough and light-colored and with no heart wood. That is, there is no difference between the coloring of sap wood and heart wood.

Never try to count the age of an old orange tree by the rings shown in a cross-section of the trunk. These rings represent growing seasons, but in one year there may be as many as three growing seasons during which the tree passes through three growth spurts.

Transportation in a citrus tree has just as much importance as transportation in Orange County. In the orange tree, there are two transportation systems — one carries dissolved mineral matter taken up by the little root tenacles from the moist earth, up through the little canals to the leaves where sunlight and air turns it, through chemical action, into food that will nourish and build wood and leaf and fruit. When this food has been prepared, the other transportation system takes charge and carries that changed food back to the remote hair-like roots in order that they too may be fed.

The thorn is another characteristic of the citrus family. It may be part of some ancient natural defense set up by the plant in order that it might survive, something like our own verbiform appendix, at one time serviceable, now but a useless memento of past evolutionary stages. These dagger-like growths are especially noticeable in the seedlings. Aside from rendering fruit gathering difficult, the thorn is a menace to the fruit itself in case of high winds, since the sharp points puncture the immature orange, making possible infection and decay.

The orange blossom has always been a synonym for beauty and fragrance. Myriads of waxy-white, star-like blossoms peering from a mass of dark green leaves make of the blooming orange tree an unforgettable sight. The heavy pervasive perfume adds its languorous effect to make the northerner dream of thrumming guitars, mantillas, dark-lands. The flower itself is a thing of perfect beauty. In a green calyx stand four to eight white petals—thick, fleshy

and covered with oil glands, while up from the center shoots a cluster of slender stamens. The pollen is yellow and the full bloom — luscious, exotic, reeking with perfume, charged with color — fitting promise of the globes of golden fruit that are to follow it.

The apple, plum, strawberry and most other fruits need the fertilizing influence of pollen in order to mature the fruit. Curiously enough, with many of the citrus family, the fertilizing process is not necessary. In the case of the lemons, the Valencia and Naval oranges, pollination is not needed to produce fine fruit. Trees producing such fruit are said to be parthenocarpic.

And now as to the golden fruit itself. Like many other fruits, the orange does not die when it is taken for months. If it be protected from the tree. It lives and breathes for months. If it be protected from decay fungus the perfect orange will keep for a year or more, but will eventually die. If the fruit be allowed to lose its moisture, it soon reduces itself to a small wood-like ball. These facts become important ones when the question of packing is considered.

So much for the plant — now for a brief glance at the first step in grove-making.

Plant the seed of a sweet orange and it will produce fruit fairly true to its kind. That is, the fruit will be marketable, but each tree will differ from its neighbor in size, yield, ripening time, number of seeds to the fruit, flavor and keeping qualities. The objection to a seedling orchard is that its fruit is not uniform. The trees grow large, the fruit is difficult to gather and the trees are hard to spray or fumigate. It has therefore become the general practice to bud citrus stock.

A seed from the sour orange or certain of the lemons is planted and when the infant tree is large enough, a piece of bud wood cut from some other tree known to produce quantity and fine quality is "budded" into the infant tree, carefully wrapped and left for several days until it becomes a part of the original stock. The bud then becomes the real tree and that part of the original stock above the

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# Fall Fertilization

By W. H. Klee, Manager, Nitrate Agencies Company, Jacksonville

The man behind the gun generally does the killing in a battle, but some generally gets most of the credit. The grove man who has had foresight to plant and bud the right variety of tree, select good soil, and who has been favored by proper weather conditions, and who sprays, dusts and fertilizes in a sensible manner, will probably year after year grow BETTER fruit. The net return to a grove owner determines whether he has better fruit and in this regard putting up a uniform, honest pack, which will soon become known in the consuming market, will have more bearing perhaps than any of the above factors. Fertilizer should not get all credit or all blame, yet fertilizer is a very important factor. Let a grove in average Florida soil go untouched for a year and it will take a long time and be expensive to get it again at the peak of production.

## Fall Application of Fertilizer Important

With danger of frost always imminent, care must be taken not to overstock the trees by either too high a percentage of Ammonia in the fall mixture, or by having too much of the Ammonia derived from sources which will act too quickly and consequently produce an abundance of tender growth. From two

to three units of Ammonia are ordinarily sufficient for fall application. Ammonia either from Nitrate of Soda or Sulphate of Ammonia should not exceed one-third of this total. The organic materials comprising the balance should come from Bone Meal either raw or steamed, Peruvian Guano, Tobacco Stems, Castor Pomace and perhaps Fish Scrap to a limited degree. Tankage is not recommended for citrus as there are too many varieties with varying availabilities and no uniformity can be obtained from its use.

The Phosphoric Acid content will naturally be derived in part from some of the above materials and filled in with a good, well cured Superphosphate. The amount should vary from eight to twelve units. A number of experts claim that the bud wood containing the bloom is made in a great part by the Phosphoric Acid which a tree takes up the season previous and as a tree will not take up more Phosphoric Acid than it needs, it is always better to have a little too much than too little. The question as to the advantage or disadvantage of Acid or Non-Acid sources will always be argued. This necessary element in grove fertilizers probably will give its best results when obtained from a combination

of Superphosphate, Bone Meal and Peruvian Guano.

Potash in the fall application of citrus fertilizer is quite important. Dr. R. W. Ruprecht of the Experiment Station at Gainesville in the September issue of "The Citrus Industry" wrote very instructively as to the effect of Potash in the fall. It might be of interest to learn that during the recent storm groves which have practiced using high Potash fertilizers had less dropping than others. This factor probably helped the grove owner to a greater extent than any retarding effect that Potash may have had on maturity. High Potash is recommended for fall fertilizer if for no other reason than to make the tree more resistant to weather, and to hold late varieties of fruit for the better spring markets.

Fertilizing is still far from being an exact science. There are many grove practices, seemingly opposed to generally accepted theory which are getting excellent results. Exercise of good common sense on the part of the grove owner and a connection with a reliable fertilizer company bids fair to be the best solution for the average individual for many years to come.

## Growers and Shippers League Protests Change in Ventilation Rules by Canadian Railways

The Growers and Shippers League of Florida has filed with representatives of Canadian Railways its objections to proposed change in ventilation rules on perishables destined to Canadian destinations.

Paragraph "E" of Rule 85 of Dearborn's Perishable Protective Tariff No. 3 provides when cars arrive at Division or Terminal points with ventilators open and hatch plugs out at a minimum outside temperature of 28 degrees or with vents closed and hatch plugs in at a maximum temperature of 34 degrees they will be considered as having been safely and properly handled in transit.

Ventilators must be adjusted upon arrival and readjusted before leaving terminal or division points.

The Canadian Railways propose to change the Rule so that

the ventilators must be open and hatch plugs out at a minimum temperature of 28 degrees and ventilators shall only be closed and hatch plugs put in at a maximum temperature of 40 degrees in order to afford safe and proper handling in transit. The railroads in the United States feel that to close the ventilators when the temperature is greater than 34 degrees would be injurious to the proper and safe handling of citrus fruit and vegetables. Experience of Florida Shippers who have given great consideration to the proper handling of fruits and vegetables in transit have found this to be the case and feel that to keep the ventilators closed when the temperature is about 34 degrees will cause heat-

ing and excessive decay in transit.

Mr. Robinson, Secretary of the League, has had a lot of experience in handling perishables not only in the United States, but in Canada and has filed in behalf of members of the League a vigorous protest with all representatives of Canadian Railroads insisting that it would be an economic waste to so change their rules in connection with handling perishables from Florida which would tend to cause heating or decay, while in the care of the Canadian Railways, when the Rules under which the American Lines operate are such as to afford the shipment proper ventilation in transit.

# Was Misquoted Says Rhodes As To Prices

An article was published in the Tampa Morning Tribune September 21st and several other papers in the state under the headlines of Higher Prices Paid During Last Season For Citrus Fruits. Some of the figures credited to reports from my office are very misleading, I am sure that no one meant to misquote me but the way the figures were used and statements made, they created erroneous impressions which no doubt were unintentional.

I made no mention in my reports of the number of bearing trees either in Florida or California and I certainly did not give \$6.70 as a delivered price to growers or marketing agencies: for the 1925-26 citrus crop. My report states very clearly that for 7,749,720 boxes of oranges, there was returned to marketing agencies \$25,961,562, or an average of \$3.35 per box, and for 6,492,600 boxes of grapefruit there was returned to marketing agencies \$20,776,320 or \$3.20 per box. That for 451,800 boxes of tangerines there was returned to marketing agencies \$1,920,150 or \$4.25 per box, or an average for all citrus fruit returned to marketing agencies of \$3.31 per box, or a total for 14,691,120 boxes of \$48,658,032. The price of \$3.31 was arrived at by taking a general average of prices furnished to me by marketing agencies handling a large proportion of the fruits of the state. My report also shows that the cost of production, handling, selling, etc., for the entire crop was \$29,919,800, leaving net to growers \$18,735,003 or \$1.27 1-2 per box.

The report continues to give transportation charges inside state \$3,599,859, 250,000 boxes sold by truck, \$437,500; used by canneries 435,000 boxes valued at \$761,250; consumed in state 750,000 boxes valued at \$1,312,500; making a total to the state from every source of \$54,765,912. The report then estimates wholesale and retail profits, transportation and advertising outside the state at \$39,821,065, making total received by all agencies between the growers and consumers \$94,586,065, making total received by all agencies between the growers and consumers \$94,586,977 or it is estimated that the ultimate consumer paid \$94,586,977 retail for the crop which would be an average of \$6.43 per box.

Mention was also made of the

1924-25 crop's delivered price being \$5.50. The report of the State Marketing Bureau as to values of citrus crop 1924-25 gives the prices returned to marketing agencies as follows: Oranges \$3.42, grapefruit \$1.62, tangerines \$4.41, average for all \$2.68, Total returned to marketing agencies for crop \$51,469,280. Total cost of everything in state, from picking to market, \$35,632,475, net to growers \$15,930,796 or 83 cents per box for the 1924-25 crop. Adding transportation charges, wholesale and retail profits and advertising outside the state, the total to ultimate consumer was \$108,310,729. The prices returned to marketing agencies, as quoted by the State Marketing Bureau for recent years, compares very closely with prices given in the United States year books.

L. M. RHODES,

Commissioner Florida State Marketing Bureau

## Statistics on Orange Crop 1925-26

	Boxes	Price returned Marketing Agencies per box	Total
Oranges	7,749,720	\$3.35	\$25,961,562
Grapefruit	6,492,600	3.20	20,776,320
Tangerines	451,800	4.25	1,920,150
Total	14,694,120		\$48,658,032 (\$3.31 per box)

Cost of production per box:	
Oranges 88c, Grapefruit 66c,	
Tangerines 99c	\$11,552,151
Cost of selling, 20c per box	2,938,824
Payroll in packing houses,	
17c per box	2,498,000
Picking and hauling, 25c per box	3,673,530
Salaries and paper, 17c per box	2,498,000
Interest, taxes, depreciation, light,	
power, labels, paste, nails, straps,	
strips, cost of crates, advertising	
within the State, repairs,	
auto, miscellaneous	6,759,295
Total	\$29,919,800

Growers net receipts approximately \$1.27 1/2c box	18,735,003
Transportation charges inside the State	3,599,859
Sold by truck 250,000 boxes	437,500
Used by canneries, 435,000 boxes	761,250
Consumed in State, 750,000 bxs	1,312,500
Total to the State	\$54,765,912
Retailers profit, \$1.35 per bx	19,837,062
Wholesalers profit, 40c per box	5,877,648
Transportation outside the State, 90c per box	13,224,708
Advertising outside the State	881,647
Total revenue from the crop on price paid by Consumers	\$94,586,977

## Statistics on Orange Crop 1924-25

Oranges	10,340,367	\$3.42	\$35,365,765
Grapefruit	8,186,133	1.62	13,261,535
Tangerines	644,440	4.41	2,841,980
Total	19,171,440		\$51,469,280 (\$2.68 box)

Cost of production per box:	
Oranges 80c, Grapefruit 60c,	
Tangerines 90c	\$13,764,369
Cost of selling,	
18c per box	3,450,859
Payroll in packing houses,	
16c per box	3,067,430
Picking and hauling,	
16c per box	3,067,430
Salaries and paper,	
16c per box	3,067,430
Interest, taxes and depreciation	
Light, power, labels, paste, nails,	
straps, strips	715,927
Cost of crates, 25c, each	4,792,860
Advertising within the State,	
repairs, auto, miscellaneous	886,784
Total	\$35,632,475

Growers net receipts (basis: 83c box)	15,930,796
Transportation charges inside the State	4,792,860
Total to the State	\$56,356,181

Retailers profit, \$1.35 per box	25,881,444
Wholesalers profit, 40c per box	7,668,576
Transportation outside the State, 90c per box	17,254,296
Advertising outside the State	1,150,282

Total revenue from the crop on price paid by Consumers \$108,310,729

## Annual Report of L. M. Rhodes, Commissioner Florida State Marketing Bureau

Total shipments of fruits and vegetables from Florida from September 1st, 1925 to July 20th, 1926 inclusive are given below. All rail, express and boat shipments are included. The total volume of Perishables shipped from the State amounted to 74,371 carloads. By commodities:

Oranges	21,522	carloads
Grapefruit	18,035	"
Tangerines	1,255	"
Watermelons	6,644	"
Celery	5,642	"
Tomatoes	4,749	"
White Potatoes	4,556	"
Mixed Vegetables	3,294	"
Cucumbers	2,187	"
Cabbage	1,771	"
Lettuce	1,441	"
Beans	993	"
Peppers	741	"
Escarole	609	"
Strawberries	408	"
Sweet Potatoes	35	"
Eggplants	82	"
Corn	81	"
Romaine	80	"
Pineapples	64	"
Squash	30	"
Blueberries	25	"
Grapes	18	"
Pears	13	"
Chicory	11	"
Peaches	10	"
Beets	7	"
Cantaloupes	6	"
Onions	5	"
Carrots	4	"
Radishes	3	"
Total	74,371	carloads

Approximately 750,000 boxes of citrus were consumed in the State, canning factories used 435,000 boxes and 250,000 boxes moved out by truck. The commercial crop moved out by rail, express and boat amounted to 14,694,120 boxes.

Carload Shipments of Citrus Fruits Out of Florida from September 1st 1925 by Counties. Express and Boat Shipments are Included. In

Continued on page 26

# The Texas Citrus Fruit Growers Exchange

Monty's Monthly Digest, of McAllen, Texas, the official organ of the Texas Citrus Fruit Growers Exchange, contains the following statement by President John H. Shary in regard to the Exchange outlook in Texas and also the operating statement of the season 1925-1926:

President John H. Shary is very optimistic over the outlook for a successful season for the Texas Citrus Fruit Growers Exchange this year. He is quite sure that there is a better feeling toward the organization and that many other new members will join the Exchange before the shipping season begins, the middle or last week of October.

The first shipments will necessarily have to be specially picked over scattered areas, as the bulk of the crop will not be ready for market before November first, although this season is slightly in advance of last year.

One of the drawbacks the Exchange is suffering from, is that some growers in districts where no packing plant is located, object to the nearest packing plant. These plants are very expensive and as the financial backers of the Exchange are few in number, it is impractical to put a plant in every community. In some localities where there are only three or four members of the Exchange a loud cry has gone up for a regular packing plant. Of course it is impractical to build a plant at such places. Mr. Shary stated to a Monty's representative, however, that where there is any considerable fruit and 90 per cent of the growers of these localities become members, the management of the Exchange would consider building a plant at their shipping point. It is unreasonable to expect a plant under, any other conditions as the organization now has plants located at convenient distances from the great majority of growers. The Sharyland plant, located some three miles west of McAllen and two miles east of Mission, is convenient for shippers as far east as Donna. Then comes the Mercedes plant to take care of the fruit of the Mercedes and Weslaco communities, and the Harlingen plant is admirably located to take care of the fruit originating in the Leferia, Harlington and San Benito districts.

Many inquiries from jobbers are

being received by the home office of the Exchange at Mission. An inquiry from a big New York concern had been received the day we called on Mr. Shary. "We cannot get into the New York market at the present time," said Mr. Shary, "on account of having to meet low prices. The time will come, however, when we can meet competition in that market, but at present the demand in the

western cities and in Texas assures us much better prices than we could hope to get in New York."

It occurs to the editor of Monty's magazine, that when an all water rate can be secured through the port at Point Isabel, Valley growers could compete with either Florida or the Bahama Islands in the New York and further east markets.

## Operating Statement

INCOME		
Packing charges collected from growers		\$32,187.03
EXPENDITURES		
Superintendence Plant and Field	\$4,170.95	
Field Superintendent W. E. Allen	\$2,400.00	
Plant Superintendent, Sharyland	1,172.56	
Plant Superintendent, Mercedes	335.89	
Plant Superintendent, Harlingen	262.50	
	\$4,170.95	
Packing labor (fruit pc. work)	\$2,274.08	
Grading, sorting, etc.	434.17	
Miscellaneous Labor:		
Trucking, loading, nailing boxes and general plant labor	3,678.21	
TOTAL WAGES AND LABOR		\$10,567.41
Boxes and crates (Including \$709.47 labor in making)	\$9,145.58	
Labels and wrappers (Including freight)	2,884.41	
Miscellaneous Supplies:		
Strapping, paste, car strips, nails, etc.	1,395.99	
TOTAL PACKING SUPPLIES		\$13,425.98
Freight and express (Fruit to plants, material between plants, empty field boxes, etc.)	\$ 741.84	
Water, light and power	600.03	
Repairs to machinery and plants	383.44	
Depreciation on buildings, machinery and equipment	5,912.44	
Insurance	781.68	
Interest plant investment, 1 year 7%	6,842.14	
(Due to heavy operating loss: this is figured on basis of depreciated values for this season.)		
Taxes: State, county, city	1,276.10	
Traveling expense (Between plants)	58.00	
Auto expense (Gas, Oil and Repairs)	254.53	
Drayage and storage on fruit	244.02	
Telephone and telegraph between plants and service charge	171.54	
Office salaries and expense, shipping, checking and bookkeeping	1,780.04	
Stationery and office supplies, forms, etc.	71.15	
Rents (on R. R. siding right-of-way)	15.00	
TOTAL OTHER EXPENSES		\$19,181.95
TOTAL ALL EXPENSES		43,115.34
NET OPERATING LOSS		\$10,928.31
Shipments 1925-1926:		
Total carloads, including express shipments estimated at 300 boxes per car	112	
Total boxes:		
Grapefruit	28,083	
Oranges	5,339 1/2	
Tangerines	217 1/2	
Total boxes	33,640	
Lemons, baskets	1,649 1/2	
Results Of 1925-1926 Season Pool		
Grapefruit average	\$3.156 per box	Net to grower \$1.956
Oranges average	\$4.764 per box	Net to grower \$3.464

Estimating that the charge of 50c per basket for lemons is actual cost, on the basis of 33,640 packed boxes of other fruit, the average cost per packed box is \$1.257 and the average loss per box is \$.325.

## REVISED ESTIMATE OF CITRUS CROP FIFTEEN MILLION BOXES

The estimated commercial citrus crop of Florida will be 2,000,000 boxes less than the amount predicted before the storm, according to a revised report issued at Orlando, by

H. A. Marks, agricultural statistician of the United States department of agriculture bureau of economics and division of crop estimates.

The estimate is placed at 15,000,000 boxes of citrus for the season. Of this amount 9,000,000 are group-

Continued on page 18



# The Citrus Industry

Exclusive publication of the Citrus Growers and Shippers

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## GROVE CALENDAR FOR OCTOBER

### Timely Suggestions for Grove Work During the Present Month

Make thorough clean-up spraying with oil emulsion to control whitefly and scale. Be sure to wash sprayer thoroughly as soon as through using.

If cover crop is heavy, mow and allow it to lie where cut (this controls pumpkin bugs).

Make preparations for harvesting, but do not market green fruit.

Pick up and burn all pecan twigs cut off by girdlers.

Plow under cover crops.

Put soil in condition and plant winter cover crop of oats and rye or a mixture of both in pecan groves.

## STORM DAMAGE TO CITRUS

Loss to the citrus growers of Florida from the recent storm which visited the southern sections of the citrus belt, will probably amount to two and one-half million boxes, most of which will be grapefruit. The government estimate of the crop issued about September first, gave a prospective yield of 17,000,000 boxes. A second estimate from the same source issued on October 12 and taking into consideration the loss sustained from the storm, places the total commercial yield at 15,000,000 boxes, or a loss of two million boxes since the preliminary report.

The second report of the federal department takes into consideration only the actual drop-page from the trees up to the present time, placing the storm damage at two million boxes.

This agrees in the main with the best informed sentiment in citrus circles, but takes no account of the fruit which may yet drop as a result of storm damage or which may later be found unfit for marketing purposes. Additional loss from this source, it is believed, will easily reach a half million boxes — possibly more, making the total loss from storm damage 2,500,000 or more.

The second government estimate places the loss on grapefruit at 1,400,000 boxes and on oranges at 600,000 boxes. The present estimate is that the shipments of grapefruit this season will be fully 500,000 boxes below those of last season, while orange shipments are estimated by the government to be slightly in excess of last year's total.

Distribution of storm damage ranges from practically a total loss in some of the extreme lower sections of the East Coast, and probably 95 per cent on the extreme lower sections of the West Coast, to no damage whatever in the northern sections and the interior, this crop being practically wiped out in the Homestead and Miami sections, and almost totally destroyed in some sections of Lee county. With the crop now estimated at much below last season's yield, the outlook for excellent prices for grapefruit throughout the season is very bright.

On oranges, The Citrus Industry is inclined to believe that the second federal estimate is somewhat high. From the best information obtainable, this magazine does not look for a movement of all citrus from the state much in excess of 14,000,000 boxes, and would not be surprised if final figures should show this figure to be the maximum of the present season's crop. In view of this situation, The Citrus Industry looks forward with confidence to a season of good prices and fair profits for those growers whose crop was not materially damaged by the storm.

## LOOKING TO THE FUTURE

No Florida citrus grower or prospective citrus grower need be disheartened because of the recent storm. True, the loss to citrus growers, particularly in the extreme southern sections of the "belt," was heavy, almost fatally heavy so far as some individual growers are concerned, but the industry as a whole has not been injured save as regards loss on the present season's crop. Even the present crop will probably bring as much money into the state as would have been realized from the larger crop had no storm damage been sustained. So, while individual losses will in some cases be hard to bear, the industry as a whole will not suffer, even this year.

No section is free from danger of damage by storm, but growers do not stop growing cotton, or rice, or corn, or wheat because a wind storm or a flood wipes out one year's crop, nor can the loss of a small portion of one year's crop of citrus materially affect the citrus industry of Florida. Indeed, the present outlook is that the plantings of new groves this winter will far exceed the plantings of any recent year. The grower who knows Florida knows that citrus is the mainstay of Florida horticulture and he is wisely planning to increase his plantings or

to expand his holdings through purchase of groves already planted. The next few years will see the citrus industry in Florida more firmly entrenched and of much greater magnitude than ever before.

### LITTLE BUYING ON TREES

There is little disposition on the part of buyers to purchase citrus crops on the trees this season. There is still less disposition on the part of growers to sell their crops on the trees—certainly not at any figure which buyers might be disposed to consider.

Perhaps this is just as well. Of course, the grower who sells his crop on the tree, provided he has sufficient guarantee that he will receive full payment for his crop regardless of what may happen to the market or the crop later in the season, eliminates a lot of worry which the buyer assumes. However, this season it would appear that whatever worry of that kind may accrue to the grower who assumes these risks may be well repaid in the better returns which may be expected from a sub-normal crop.

Well informed shippers anticipate good prices throughout the season, and there appears to be ample justification for this belief.

### BRIGHT FRUIT IN DEMAND

If ever there was a time when bright citrus fruit paid its grower extra dividends in cash, that time is now. The demand for BRIGHT citrus fruit was never so great in the consuming markets as it is this season. If you doubt this statement, ask any shipper, and he will tell you it is so. Off size, scrubby, ill-conditioned and poor appearing fruit may go begging for a buyer, but the shipper of BRIGHT fruit finds the buyer anxiously waiting to take his offerings at a BRIGHT FRUIT PRICE — and that is at a heavy premium over the price the buyer will pay for common or inferior fruit. The buyer has been and is being educated up to the point where he not only appreciates but DEMANDS bright fruit, and the grower or shipper who is able to supply this demand is the winner in the game of competitive marketing.

The wise grower is he who pays particular attention to growing quality fruit by waging a ceaseless war upon the bugs which make for inferior quality and inferior appearance. The sprayer, duster and fumigating tent are the best friends of the grower who is looking for profits.

### FLORIDA TO THE FRONT

(From Manufacturers Record)

Out of the disaster in Florida there will come a new birth of that state, a profounder appreciation of the blessings which the Creator has bestowed upon that heaven-favored region. There will come such an outburst of energy and initiative and work as might never have been called forth except through such a direful situation as that which south Florida endured. There will be created a more homogeneous spirit of brotherly love, of friendship one for

the other, for the realization of man's responsibility to his fellowman. No one need for one moment imagine that this disaster will even temporarily halt the progress of Florida. On the contrary, it will stimulate the progress of that state.

The creative spirit for work to overcome temporary disaster will in the end, so far as the state is concerned, be worth far more than the total cost in property loss. Loved ones died in the stress of the storm. Other loved ones are on beds of sickness and suffering. Individual property loss have been great, but out of this stress and trial will come a spirit of comradeship found amid the horrors in which men had to work to save human lives. There will come a determination to build on larger and firmer foundations. The very energy thus created will be worth more than money loss, for man's creative power exceeds in value financial power.

Florida's resources, its charms and attractions, are too great not to be utilized to the fullest extent by millions of people, for millions will continue to turn to that state for health, for rest, for recreation, for escape from the biting blasts of the Northwest, where every winter brings a total of deaths from cold and storms many times greater than the total death list of the hurricane. There is not a big city in America in which the number of deaths from pneumonia and kindred diseases due to winter weather is not far greater than the hurricane deaths in Florida.

The writer would rather take his chance in Florida's balmy winter climate even if hurricanes were common things, which they are not, than to take it in the cold wintry weather of the Northwest, and millions of other people feel that way. As a matter of fact, a disastrous hurricane in Florida is far more rare than the disastrous sweep of the flu and kindred diseases elsewhere, far more rare than the fearful blizzards which visit much of our country at least once and sometimes three or four times in a season and bring destruction or heavy losses to property, and result in deaths of hundreds and ultimately thousands of people who, except for these fearful storms, would in the natural order of events continue to live for many years.

In a few weeks the ravages of the hurricane will be forgotten. Men and women will once more hasten to Florida for its glorious health-giving winter climate. Once more within the next few weeks the railways and the highways will be crowded with tourists bound toward Florida. The very notoriety which the state has received throughout the entire land will cause people to study and think more about Florida than they have ever done, and the enthusiasm with which the stricken regions are already being rebuilt will command the universal admiration of the country.

Never has any portion of America shown a greater spirit, more heroic work and tremendous energy, not only on the part of the people in the hurricane district but on the part of the people of the whole state. This enthusiastically active, tireless energy is a creative force heretofore latent to some extent, but hereafter active, virile and vigilant. It will result in a more rapid upbuilding of the state.

# A Thrilling Story of Reconstruction in Florida

By George Garner, Staff Correspondent, Manufacturers' Record

Miami, Fla., October 1.

I came to Florida immediately after the great storm to view a scene of destruction. I found a scene of construction. True, there was a wide area of devastation, but, in reality, this was merely background for a picture of tremendous constructive activity.

The greatest destruction was threefold in its nature—deplorable loss of life, running, probably, to 400; wreck and ruin of homes, intruding, probably, into four figures, and loss of business establishments and enterprises.

These lives cannot be replaced in this world; they have gone where no storms ever rage. But, with the nesting instinct as strong in man as in birds, the homeless have repaired or rebuilt their homes and, with the instinctive industry of the bee, the business men have regenerated their hives. Never, indeed, has material damage been so quickly repaired or been advanced so far in such short time on the road to reconstruction. From sad and solemn burial of their dead, the stricken people turned cheerfully to their tremendous task and have worked wonders at which one stands amazed.

Not that the storm-swept area has resumed its normal state or appearance — such an achievement would be too much for mortal man, and also nature must share in that toil — but one who now sees this section in its present state wonders whether the scenes he viewed a week ago might not have been a horrible nightmare or the exaggeration of overwrought nerves.

And how has this wonder been accomplished? By the exercise of an indomitable spirit translating courage and determination into enthusiastic work; by the practice of unselfishness by each individual and by co-operation of all; by practical help from the outside world in various ways, and by the burden placed by God on man — by "the sweat of his brow."

First and foremost, it must be stated that, heavy as it was, the property loss in Florida did not approximate reports by a very large percentage. As a matter of fact, the devastated area did not exceed 500 square miles, which, in a state of

59,000 square miles, is not a tremendous proportion. The estimated dollar loss of \$100,000,000 is only the proverbial drop in the bucket of Florida's actual and potential wealth. As to possible loss of the country's confidence in the stability of the state's development, that confidence already is strengthened by the sturdiness of the state under the shock and its immediate resilience under the blow.

Almost first to show this faith have been the great insurance companies of the land, which have hastened to the encouragement of the people by prompt payment on their policies. These payments, it is felt, are not losses but merely in the nature of reinvestments. Almost first off the trains at Miami after the storm were the members of a regiment of adjusters, and as rapidly as their figures have been compiled settlement has been made by their concerns.

On a suggestion from Governor Martin, who also provided me with a pass to penetrate all military and civil cordons, I established headquarters at West Palm Beach, between which point and Miami the coast damage was pretty closely concentrated, and the Chamber of Commerce, through Gerry Swinehart, and the local Red Cross placed autos and drivers at my command and service. "We know that the Manufacturers Record will tell the real truth and we want the world to know the truth," said the people.

So remarkable is the real truth about construction that the real truth about the destruction seems to shrink, and one has to guard against minimizing the destruction rather than against exaggeration of the constructive achievements.

On the debit side, one must enter the destruction of literally thousands of homes and similar structures, the loss by water in homes and hotels and business houses, the tremendous loss of shipping and pleasure craft, the havoc wrought on telegraph and telephone, and even transportation lines. There are hundreds of red-ink items. But against all this must be credited considerable in insurance and a large amount of later salvage.

So, driving south from West Palm Beach through the stricken section,

one now sees loss being transmuted into substantial assets.

Another loss already has been more than made up — the loss of men and women who at first left the state. Storm-shocked, almost like a shell-shocked soldier, hundreds of residents swarmed onto trains and fled to cities in other Commonwealths. Faint-hearted and discouraged in the first cloud of misery, other hundreds proclaimed their surrender to disaster and started for other states. Destitute and homeless, still other hundreds took advantage of the generosity of the railroads and fled from the scene of their misfortune. Yet, gradually and progressively, nearly all are returning. The storm-shocked have regained their poise, the faint-hearted have recovered their courage and the once destitute are drifting in, with the aid of friends, to re-establish their happy homes and their little business enterprises.

Furthermore, hundreds on hundreds of working men and women are hurrying to Florida to make their homes. Long time have these yearned to migrate to Florida, and now the opportunity has opened to them in offers of reconstruction work of all kinds at most remunerative pay.

## 2,000 Men Wanted, \$5 Per Day

Apply at City Hall at Once—City Commission Takes Charge of Clean-Up Work; Ends Volunteer Labor Details; Stores Open for Business.

Such was a dodger put out by the city government of Miami very soon after the storm, and it is typical of offers and opportunities advertised throughout the country.

So Florida has lost little of its original blood and is gaining tremendous amounts of new blood — men and women of industry and character, men and women who are coming to Florida because they long to live there and propose to become permanent citizens. They are absorbing the spirit of industry and constructiveness and in their turn are heartening the people of Florida by this evidence of the faith that is in them.

Thus, traveling down the coast at this time, one sees a new section rising on the ruins of the old. At Delray and Yamato one finds very much of the damage repaired, with the resi-

Continued on page 16



## Individuality of Citrus Groves

is the title of our new booklet, now ready for distribution, from the pen of Florida's leading citrus expert, our Prof. B. F. Floyd, Vice-President and Horticulturist.

Contains sound, reliable and valuable information which money can not buy — but a copy is yours for the asking, with our compliments.

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**Splitting of fruit caused by  
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With the proper care and foresight you can make this your most profitable year. The use of Nichols Triangle Brand Bluestone is your best insurance against loss in your grove operations. It is the brand most generally used by Citrus growers and Truckers for Dieback control and the preparation of home made Bordeaux Mixtures.

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THE STANDARD OF QUALITY  
99% PURE

**NICHOLS COPPER CO.**

25 Broad St.  New York

## A THRILLING STORY OF RECONSTRUCTION IN FLORIDA

Continued from page 14

dents working out rebuilding, patching, fixing up. A contractor has plastered the Dixie Highway with placards, proclaiming

Houses Moved Straightened and Rebuilt."

And indications are strong that his business is brisk. All seem to work in a community spirit, uniting on successive jobs and consolidating their forces for the benefit of each individual in turn. The results of this procedure are astounding.

In turn, Boca Raton, Deerfield, Pompano and Colohatchee present the same picture, and one enters Fort Lauderdale, which had suffered severely and had shown it. Yet even there destruction has given place to construction; men have lifted and pried and pushed houses back onto the foundations from which they had been blown; the sound of the hammer is insistent and ceaseless; roofs appear, like magic, and interiors, exposed by the tempestuous removal of solid walls, are again concealed from public view.

On the railroad tracks, shifting form place to place, is a train of the Western Union Telegraph Company, housing an army of repairmen, who trudge along the right of the way and string miles of glistening wire to the tops of newly erected poles. The telephone men are equally active, carrying portable instruments with which to test their work as they go along. The railroads have men out inspecting the tracks, searching for places of possible weakness; never was a similar stretch the scene of such variegated activities.

And all along the highway little business places are perking up amazingly. Home-painted signs inform the passing world that "business has been resumed" and others broadcast the enticing assurance "that there is no increase in prices"; a barber, whose little house has been half carried away, shaves patrons on what was left of his porch. Tent-tops cover the "hot-dog" and "pop" stands which had been bereft of roofing. The modest little grocery store has draped curtains of sundry sorts across its shelves — altogether, already business is "as usual."

Even at Dania, one of the worst-stricken spots in the area, the same constructiveness is conspicuous. Dania had been emphatically a domestic little community — and a domestic little community it is again becoming. The work of restoration is a revelation to the observant visitor.

And so one comes to Hollywood, a

## THE CITRUS INDUSTRY

wonderful winter resort. In the Hollywood area, I was reliably informed, over 3,000 homes and other structures had been destroyed, and from the looks of the section on my first visit I was inclined to give this figure full credence. On the beach the magnificent hotel had suffered and in the village reigned wreck and ruin. And now—

"We shall be in fine shape in six weeks," says J. W. Young, the moving spirit in the Hollywood enterprise, and one places 100 per cent faith in his words.

The loyalty of the men of Hollywood I described in an article last week. Such faith and loyalty and industry form an unshakable foundation, and on such foundation is Hollywood built. Hollywood will arise — is arising — as a more substantial, a more attractive town, and all evidence of the storm will be gone, it seems safe to say, by the time the winter season opens.

And 18 miles farther down is Miami — Miami, "the magic city." Never was title more honestly earned. Staggered by a stunning blow, it has found its feet; driven back an inch in its onward course, it has progressed an ell. Uncle Sam may well doff his chapeau to Miami, and even the man in the moon may beam on it, which, en passant, is rather a habit with the man in the moon.

"We shall be ready for the opening of the season in November," said C. W. Helser, executive vice-president of the Chamber of Commerce, not boastfully, mind you, or as a bluff, but in serene confidence. Any persons addicted to wagers can bet safely that Miami will be ready in November.

From \$10,000,000 to \$20,000,000 was the loss estimate for Dade County, and steps at once were taken to meet any financial crisis and to raise all the necessary funds. Suggestion from the Dade County Bar Association, through President W. L. Evans, of a moratorium to November 4 on "all civil business, with the exception of probate matters and marriage licenses," was declared in the county court by Judge W. F. Blanton and in the Circuit Court by Judge H. F. Atkinson. The actual beneficial effect of these rulings, it was explained, was to preclude quick foreclosures or other legal proceedings which might embarrass debtors who, if given time, might make satisfactory settlement; at all events, it would afford a breathing spell, providing protection to many and imposing hardship on none.

Also the leading lights of the Chamber of Commerce got together and devised ingenious schemes for

October, 1926

relief. "Money is needed for rebuilding," said these business financiers, "and the Chamber of Commerce must see that it is for building."

At this point I receive word that the insurance companies will pay losses aggregating \$7,500,000, these covering tornado, plate glass, automobile and marine hazards. Insurance estimates have placed the property loss at \$165,000,000, but Florida authorities consider this too high.

Now Florida is preparing, and is almost ready, for the greatest winter in its business and tourist history. The railroad budgets contemplate expenditures of \$150,000,000 and President Herman Dann of the State Chamber of Commerce believes that new construction is expected to reach \$30,000,000 in this year.



Commence The Season  
With The Idea That Your  
Next Crop Of Fruit Will  
Be A Quality Crop

## Orange Belt Brands

Lyons Fertilizer  
Company

Eighth Floor

Citrus Exchange Building  
Tampa — Florida

"Quality Fertilizer"

for

"Quality Fruit"

Beyond that, moreover, there will be no freight congestion in Florida this year, regardless of the amount of freight transported. The railroads and the citizens have learned their lesson in the congestion of a year ago. Not only have additional tracks been laid and terminal facilities been enlarged, but also "bootlegging" in building materials will be prohibited. In such "bootlegging" last year it was the custom for a butcher or a baker or candlestick maker in New York to ship down a consignment of material and let it remain in the cars. Notified that his shipment had reached its Florida destination, he would leisurely go down there and, in time, dispose of it, having used railroad cars as storage warehouses and having cluttered up the rails to suit his own convenience.

Florida has become a business state, its people now are a business people. And as time passes the ferocious storm of recent days gradually shrinks in traces and in recollection to the proportions of a modest zephyr.

#### SKELLY ANTICIPATES GOOD

##### EARLY SEASON PRICES

Frank L. Skelly, Manager American Fruit Growers, Inc. Orlando, has issued the following statement in regard to early season outlook for prices of Florida citrus fruits:

"Advices from California are to the effect that there are only approximately 3,000 cars of valencias remaining there, as of October first, which is considerably less than was anticipated in many quarters.

"Sales of California valencias in the eastern markets during the past few weeks have been climbing steadily and are now holding at high figures. Our early fruit should arrive on markets accustomed to good prices and where fruit is moving readily.

"The recent storm damage to the Florida crop must be taken into account, and there is no doubt we shall have for merchantable movement a much smaller tonnage of both oranges and grapefruit than anyone had reason to expect, even a short time ago.

"If we in Florida will go about the business of moving the present crop

#### THE CITRUS INDUSTRY

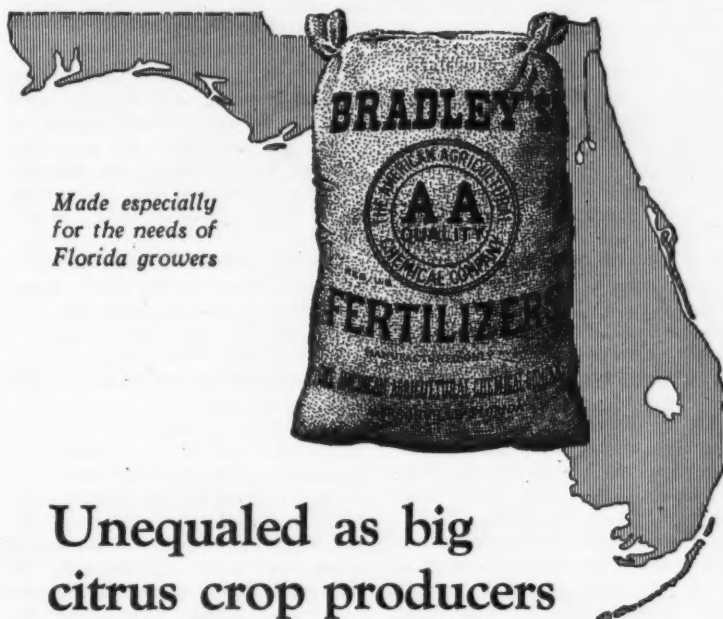
deliberately and will avoid rushing shipments there is every indication of a most satisfactory season. As things stand, there is no reason for rushing things, and every reason for going ahead in an orderly fashion.

"Our Florida situation has undergone a radical change. It seems reasonable to say that exceptionally high prices will feature the opening of both oranges and grapefruit.

"Prices should hold, too, with rather unusual tenacity. We have a certain number of cars of oranges and soon as ready, but with no prices grapefruit booked for shipment as named, and with the understanding

we will name and confirm prices prior to shipment. We have not quoted any prices as yet, and we have not guaranteed against decline, on any proposed shipments. It is our belief we will have all the business we want at open market prices; and we cannot see any justification for booking shipments and guaranteeing buyers against decline where there is no guaranty given to the growers against higher market prices at time of shipment.

"It looks like relatively high prices at the opening, and a somewhat exceptionally good season for both Florida oranges and grapefruit."



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for the needs of  
Florida growers*

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BRADLEY'S Fertilizers have an unequalled record for producing big crops of heavy, fine-flavored, profitable fruit. That's because they are *special citrus fertilizers*—they contain the food elements that citrus trees need.

Don't take chances with your citrus trees. Use these proved, dependable Bradley

Fertilizers. There is over half a century of manufacturing skill back of them—and that means perfect mechanical condition and complete availability to the growing trees. And years of practical tests in our own groves guarantee that these fertilizers will make your trees produce maximum yields of fruit.

## BRADLEY'S "AA QUALITY" FERTILIZERS

Manufactured only by

THE AMERICAN AGRICULTURAL CHEMICAL COMPANY  
Jacksonville



# Agricultural Gypsum Benefits Both Soil and Crops

By Prof. George A. Olson

why agricultural gypsum has come to be recognized as indispensable for clover, alfalfa and other legumes, These are (1) food value, (2) more crop, (3) more nitrogen, (4) better crops, (5) better soil and (6) better subsequent crops.

The food values of agricultural gypsum are calcium and sulphate sulphur both of which are required in comparatively large quantities by legumes. The sulphate is the only form of sulphur which can be utilized by all forms of plant life. After it is absorbed it enters into the make up of the vital part of the cell structure of plants. The calcium contained in the gypsum is one hundred times more soluble than the calcium in limestone. In fact agricultural gypsum readily enters into solution in soils from whence it is readily taken up by the plants.

The growth of the plants are frequently hampered due to the fact that the food supply in the soil is not of the nature which can be appropriated by the plants. Naturally under such conditions the plants cannot grow to the best advantage. Further, many soils contain only comparatively small quantities of sulphur and regardless of the readiness with which this sulphur becomes available for plant needs the supply is not enough compared with other foods to satisfy the requirements for maximum yields.

The increase of crop following the use of agricultural gypsum is due to the fact that the deficiency of sulphate for a limited time has been made up. Thus an increased yield of alfalfa of 200 per cent shows that the soil was twice as low in sulphate sulphur as one where the same yield of crop was only 100 per cent through the use of agricultural gypsum. In other respects these soils were abundantly supplied with other plant foods except perhaps nitrogen.

While agricultural gypsum is not a source of nitrogen it is now recognized that it would be impossible for the bacteria living on the roots of plants to gather nitrogen from the air in the absence of sulphate sulphur. This sulphate constituent of the gypsum is altered and combined with nitrogen and other elements.

The substance formed as the result of bacterial activity are absorbed by the plants. In this manner the

plants show all the appearances of health. This improved quality of the crop plainly shows that agricultural gypsum is necessary in the promotion of healthy and vigorous plant life.

A part of the benefit derived by the plant through the use of agricultural gypsum is due to improved soil conditions. One of the properties of agricultural gypsum is that of changing the texture of the soil. The particles of soil gather into groups allowing both water and air to move freely in the mass. Fresh supplies of air in the soil mass are necessary and are the source of the nitrogen grabbed by the bacteria. Undoubtedly the free oxygen of the air is also utilized.

The agricultural gypsum which is not appropriated by the plants reacts with other chemical constituents contained in the soil. Thus potash is made available. The sulphate which has brought about this change is still valuable as plant food.

The increased supply of nitrogen in the soil due to the growing of legumes and the improved texture of the soil provide the subsequent crops most favorable growing conditions. The yield and quality of the cereal crops are improved. Recently St. John and Nellis of the Washington Experiment Station have shown that better yields of wheat have been secured in the fields of alfalfa treated with agricultural gypsum as compared with yields secured without the treatment. The milling quality of the wheat has also been improved.

In general a treatment which improves the conditions for the growth of legumes is also good for other crops. These are among some of the

reasons why the importance of agricultural gypsum is receiving wide recognition.

## REVISED ESTIMATE OF CITRUS CROP FIFTEEN MILLION BOXES

Continued from page 11

ed for oranges and 6,000,000 for grapefruit.

Previously the estimate was placed at 17,000,000 boxes of which 9,600,000 were for oranges and 7,400,000 were for grapefruit. This shows a total drop of 1,400,000 boxes in the estimate on grapefruit.

According to the report, the Dade county crop was destroyed and the crop in Lee county was nearly a complete loss. On the East Coast, it is pointed out, there was little damage from St. Lucie county north while on the West Coast damage diminished from Lee county north but was heavy in DeSoto and Manatee counties and extended north to the southern section of Polk county and the southern section of Pinellas county.

"Grapefruit suffered the heaviest loss and the present estimate is for 500,000 boxes less than were shipped last season," the statistician says.

"Much of the early fruit was blown off or rendered unfit for shipment and the shortage of the grapefruit will extend through the shipping season.

"Oranges suffered less damage in the storm area. The greater portion of this crop is grown in sections which were not in the direct path of the storm and consequently suffered little damage. The heaviest loss in oranges was in the seedling crop. Tangerines, which are included in the orange estimate, show almost no loss.

## HOTEL HILLSBORO

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TOP O' THE TOWN

European Plan, Fireproof 300 Rooms With Baths

THE CENTER OF TAMPA

# LARGE FORCE REBUILDING ASSOCIATION PACKING HOUSE DEMOLISHED BY STORM

The packing house of the Palmetto Citrus Growers Association at Palmetto was completely demolished during the recent storm.

The house is being rebuilt and will be ready to operate within 30 days.

According to H. G. Gumprecht, manager of the Manatee Citrus Sub-Exchange, a large force of men are now working at the reconstruction of the building which, when completed, will give growers in that territory a packing house having a capacity of from ten to twelve cars daily. Mr. Gumprecht further states that during the short period which will be required to re-condition the house, arrangements have been made with other Florida Citrus Exchange packing houses to take care of any fruit in that section which may be ready to ship. Mr. Bill Grimes, packing house manager of the Palmetto Citrus Growers Association, will remain in charge.

Members of the association report that they are highly pleased with the prompt action which has been taken by the cooperative organization toward the re-establishment of the packing house.

## BOUIS AND ASSOCIATES BUY FORT MEADE HOUSE

C. G. Bouis and his associates in the Florida Fruit Co. have purchased the packing house in Fort Meade, formerly owned and operated by members of a cooperative organization, and are enlarging and rebuilding it preparatory to operating the coming season. The production will be sold in the markets through the American Fruit Growers, Inc. Electric marking machines are being installed which will carry the Blue Goose and AFG trademarks to consumers as an identification of the excellent fruit of that vicinity.

Mr. Bouis and his associates own a large citrus acreage in Florida, with considerable holdings in the vicinity of Fort Meade. They are looking forward to a large business at Fort Meade and have increased the capacity of the packing plant there very considerably.

## K. C. MOORE BECOMES ORANGE COUNTY AGENT

Announcement is made by the Agricultural Extension Division that K. C. Moore became county agent in Orange County on October 11. Mr. Moore has been district agent of

## THE CITRUS INDUSTRY

the Agricultural Extension Division for east and central Florida for the past year, and several years ago was county agent in Marion County. He is a graduate of Mercer University.

Mr. Moore succeeds Chas. D. Kime, resigned, in Orange County. A district agent to be his successor has not been appointed.

## SAMPSON GROVES TO MARKET THROUGH AMERICAN

The famous Sampson Groves at Boardman, owned by Sampson Orange Groves, Inc., the stock of which is held by Mr. D. H. Petteys and associates, have elected, beginning with the coming season, to market their fruit through the American Fruit Growers, Inc.

# Armour's BIG CROP Fertilizers

THE very best ingredients; scientifically prepared formulae; careful "curing"; thorough and skilful mixing—PLUS over thirty years' experience and close study of Florida crops and soils—that is the secret of the big yields and high quality crops grown with Armour's BIG CROP Fertilizers. Among the many types of Armour's BIG CROP Fertilizers you will find one specially suitable

## For YOUR Crops and YOUR Soil

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Our practical experienced field men will be glad to help you solve your fertilizing problems without obligation on your part.

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FERTILIZER WORKS  
JACKSONVILLE FLORIDA



## PREVENTION OF DECAY IN CITRUS FRUITS

Continued from page 5  
following comparative figures: during 1923-1924 prior to the adoption of this system 5 per cent. of decay in three different cars of the Christmas pool, several other cars showed decay in February and 10 per cent decay was found in a car shipped March 1. The remainder of the crop was iced. The following season with the borax and paraffin treatment only two cars were iced and the company received but one report of decay.

A foreign representative of the M. O. D. incorporation made the most spectacular test by carrying a paper bag of the treated fruit from Redlands, California, through South America to England, and reported that the fruit was in good condition at the end of the 40,000 mile journey.

The manager of a large independent shipping firm states that the discovery of the treatment has done more for the lemon industry than either the tariff regulation or the freight reduction.

## THE HISTORY OF THE GOLDEN ORANGE

Continued from page 8  
bud is cut off so that with the hardy root as feeder and the bud as producer the grower is insured quantity and quality — he is equipped to produce a reliable grove.

When the bud has "taken" and the new tree started on its way, it is tied to an upright lath in order to provide rectitude during its early months. These young trees may be dug up and transported long distances if topped and if the bare roots are carefully protected. In some sections, the custom of "balling" trees prevails, but in Florida the nursery stock is usually transplanted with bare roots. Florida and California each produce large quantities of nursery stock which is shipped to many foreign countries, the trees undertaking their long journey with the bare roots packed in moss.

## GROWERS & SHIPPERS LEAGUE SAVE STIFF ADVANCE ON CITRUS RATES TO DAKOTAS AND MINNESOTA

The growers and shippers have been saved another stiff advance in the rates on citrus fruit by the efforts of the Growers & Shippers League.

The Soo Line, Northern Pacific and Great Northern Railways proposed to cancel present thru rates

## THE CITRUS INDUSTRY

on citrus fruit from Florida points of origin to destinations in North Dakota and Minnesota, west of Minnesota Transfer, Devils Lake, Fargo, Grand Forks, Valley City, Bismark, Minot, Wahpeton, North Dakota, and Little Falls, East Grand Forks and Thief River Falls and others, in Minnesota, and assess the local rates be-

yond Minnesota or St. Paul, Minn.

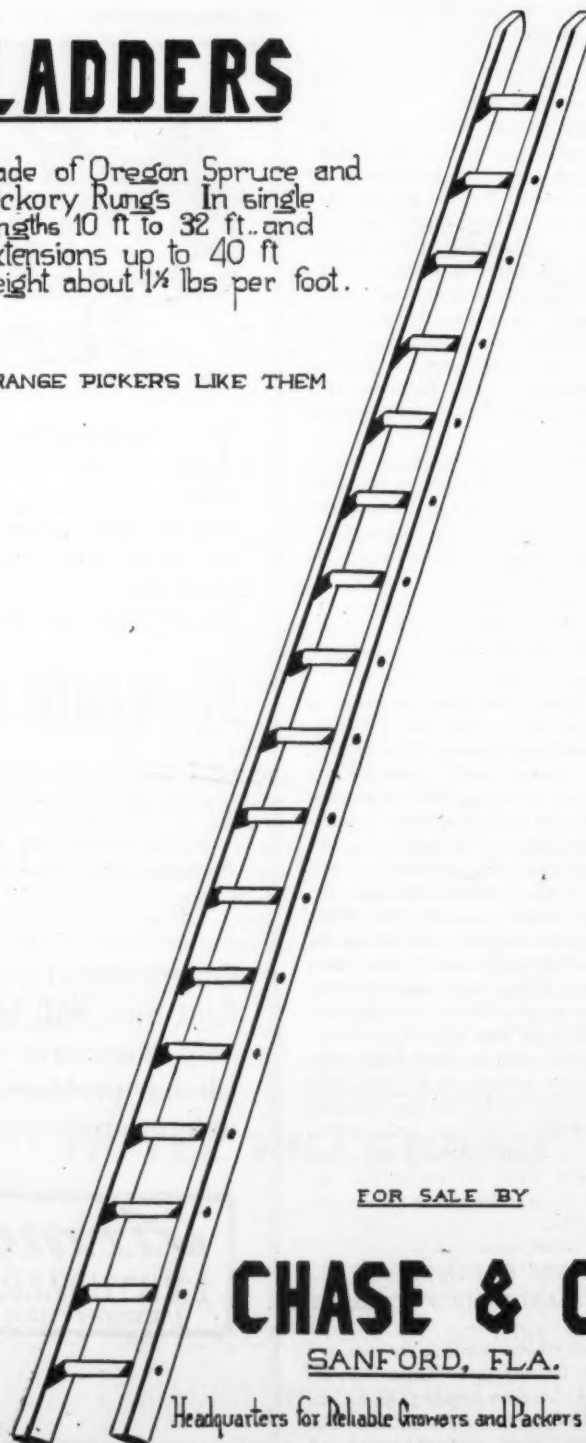
The proposed increase by applying the local rates would amount to from 18 to 35½ cents per box or \$64.80 to \$127.80 per car. It is estimated by Mr. Robinson Secretary of the Growers and Shippers League that approximately 499 cars

Continued on page 25

# LADDERS

Made of Oregon Spruce and Hickory Rungs In single lengths 10 ft to 32 ft. and extensions up to 40 ft. Weight about 1½ lbs per foot.

ORANGE PICKERS LIKE THEM



FOR SALE BY

**CHASE & CO.,**  
SANFORD, FLA.

Headquarters for Reliable Growers and Packers Supplies.



County Agents

October, 1926

## HOW OLD IS THE COUNTY AGENT

### From The Official Report

Although agricultural extension work is generally considered a new thing, the idea of adult instruction in agriculture is at least 200 years old. C. R. Woodward, editor, New Jersey Extension Service, finds that a farm demonstrator was proposed for the colonial planters as early as 1723. This, with some interesting facts about the problems of farming in colonial days, is revealed by a study of the colonial documents in the New Jersey archives.

The proprietors and the British lords of trade were anxious to develop the culture of flax and hemp and the production of other naval stores. Ignorance of cultural methods on the part of the settlers, however, stood in the way. Demonstration farms, as they would be called now, to be operated by "community leaders" were proposed by Lewis Morris, president of the East Jersey Council, in a letter to the lords of trade, written from Perth Amboy, N. J., November 21, 1719:

"Hemp may be easily raised in great quantities in this country, but we do not well understand the management of it.

"I humbly submit it to your Lordship's consideration whether, if a few families, that understood it were plac'd by His Majestie, on some proper lands in the Province of New Yorke (of which there are great quantities), and oblig'd to attend solely the raising of hemp, it would be the best direction; and of use."

Four years later a memorial was presented to the lords of trade by 29 "merchants and others trading to His Majesty's Plantations in America," reciting the ignorance of the planters and predicting a falling off of production unless some encouragement be given. It bears the date May 24, 1723.

"That the inhabitants of His Majestie's Plantations of New England, New York, the Jerseys, etc., are very little if at all acquainted with the proper methods of Sowing or Curing Hemp, or of preparing Trees for Making Tarr-Fitt for Cordage."

A special method for preparing tar apparently had been proposed, for the memorial continues: "For Making tarr, none can be Expected From the Plantations if the Inhabitants be not Forthwith Instructed in this new method. Nor will any hemp be raised them, tho' the Duty upon it is now taken off and that there are many thousand Acres Fitt For the Produce

## THE CITRUS INDUSTRY

of that Commodity the Inhabitants being Ignorant of the Method of Sowing and Cutting it."

Finally a farm demonstrator is proposed as the best means of promoting this branch of agriculture: "That they . . . humbly propose some person well Skilled in Raising and Manufacturing the several Species of Naval Stores (flax, hemp, tar), . . . may be Forthwith appointed with sufficient power to instruct the Inhabitants and conduct this Affair, which is of the greatest consequence to his Maj'ts. Dominions both here and in the Plantations."

Unfortunately no record has been

Twenty-One

found as to whether or not this proposal was followed ont.

## JOINS CITRUS EXCHANGE

W. E. Birch, formerly advertising representative of The Citrus Industry, has been engaged by the Florida Citrus Exchange as managing editor of the Seald-Sweet Chronicle, the official house organ of the Exchange. Mr. Birch succeeds Harold Lyman Wall on the Chronicle. Mr. Wall also was a graduate from the advertising department of The Citrus Industry.

# Make This Test on Any Grove or Farm

Test NACO Brands on Part of Your Acreage,  
against any other brand of Fertilizer—

"The Crop will tell the Tale"

This is not a novel idea. NACO brands have been tested in this manner many times before. In every instance the acreage supplied with NACO brands has produced bigger crops. Growers and Farmers in many parts of Florida are making this test. Here is your answer to more yield from your grove or farm, and more cash in the Bank.

Make this test, we welcome comparison.

Write to us for suggestions.

Open Formula

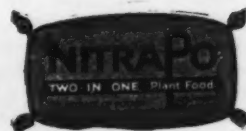
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Peruvian Guano Fertilizers

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# We Can Repay

Editorial in the St. Petersburg Times, September 23rd, 1926

How can Florida repay the people of the other 47 States of this country for the generous outpouring of their sympathy and their money and supplies rushed into the state to alleviate the suffering of the hurricane that is past.

In all the history of that tempest, in all the memories of the cities of the east coast and the whole state, there will linger, shining bright, the warm light of love that burned from the northern star of Chicago, New York, Detroit, Pittsburgh, Richmond, Kansas City—every city, town and hamlet beyond the boundaries of Fair Florida.

The calamity was sudden, too quick for the mobilization of protective forces, protective measures of any kind. None knew what was coming. None knew what might be the terrors of the tempest. And the word of courage, the rush to give aid and help was just as quick. No sooner had cities of the north gathered the first slim messages of distress than every agency in their command was set to work in the one desire to give assistance. They provided food, they rushed clothing, cots; they passed their funds of cash southward through the Red Cross or through other channels open to them. The big Chicago relief train had entered Florida almost before the hurricane had lashed the lands of Alabama and Mississippi.

Fortunately, Florida is a state of such beauty, such vast resources, such richness of farm and grove that she can and will repay the sister states of the Union for the unbounded measures of help they so generously provided in the hour of need. The state was just on the eve of preparing the way for the entertainment of the largest throngs of winter tourists and winter residents ever known. The snow and ice will soon cover the north. Here Florida will bask in the sunshine. Her inviting waters will be open and blue, warm with welcome. The flowers will bloom. The bees and the butterflies will work from October into June, from the hibiscus to the rose.

Florida can repay the generous people of the north by doubling her invitations to them; to come into the state, enjoying the blessings of sunshine and its health, the mild climate and all its benefits, and then by making our gratitude double sincere by giving them the best we have with courtesies that are without count and

by keeping rates for every service at levels which may have no stain of usury or greed. Fair rates for lodging, fair rates for food, clothing, every necessity of life; fair rates for medicines and medical fees — these are golden opportunities for showing the people of the northern states how Florida can pay her debt of gratitude, and more than pay it and with interest.

Then, too, Florida is looked to as the winter garden of the United States. We can grow the green crisp vegetables so much needed in every healthful diet, at a time when these cannot survive the snow and ice of the northern climes. We can grow our winter fruits; we can prepare to have great crops by the end of winter and for the spring months; we can grow an extra crop on the same land and provide fruits and vegetables in a season later than is usual in this state. Florida can build up the market in the north as she has

never before enriched it, and all for the benefit of the very people who have befriended the east coast and by that token of grace, the whole state, in its hour of need.

Many a grove in Florida stands well stripped of its fruit. Orange juice is the food of babies. It supplies mineral salts, natural sugars, corrective acids, vitamins. So does the grape fruit. Florida is sorry her crop, estimated at 17,000,000 boxes this season, will be much reduced. But we can husband it, gather it carefully, guard against additional loss, and still give the north the benefit of our state wealth. More than this, Florida can in many counties and in many groves increase its plantings in vegetables and cover crops, which make up for the loss in citrus fruits.

Florida can repay her debt of gratitude. She can pay in her golden fruits, her sunshine and flowers,

Continued on page 26

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This is a book you will welcome. It gives you a thorough, authoritative discussion of the present information about all known types of citrus diseases.

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THE CITRUS INDUSTRY

TAMPA, FLORIDA

# Production Cost of California Orange

By A. M. Pratt, Sales Manager, Chase & Co.

Recently the California Citrus League which represents all citrus growers and shippers in California, compiled further statistics regarding production cost. These statistics were based on actual figures covering 17,143 acres of oranges which represented 750 different grower records.

By these figures you will be interested to note that the production cost has advanced to \$1.59 per packed box for the year 1925, compared with \$1.16 per packed box in 1924, or an advance of 43c per box.

This is partly due to the lower volume generally produced in 1925 with an average of 154 packed boxes to the acre as compared with 1924 where there was an average of 191 packed boxes to the acre, but the acreage cost itself has also advanced. The cost in 1925 being \$245.00 per acre against \$222.00 in 1924, or \$23.00 per acre more. The exact figures are as follows:

	1924	1925
Commercial fertilizer.....	\$ 18.084	\$ 27.854
Barnyard fertilizer.....	27.840	32.725
Spreading fertilizer.....	.611	.611
	\$ 46.535	\$ 61.190
Water .....	\$ 23.118	\$ 26.831
Fumigating materials.....	\$ 14.027	\$ 12.354
Spraying materials .....	5.810	10.185
Fumigating and spraying labor .....	.730	.875
	20.567	23.414
Frost protection material .....	\$ 3.160	\$ 4.521
Frost protection labor .....	.378	.783
	3.538	5.304
Cultivating labor .....	\$ 50.582	\$ 51.057
Irrigating labor .....	3.092	2.848
Team expense .....	6.017	5.696
Team hire .....	.253	.305
Tractor expense .....	7.754	9.760
Tractor hire .....	.379	.533
	\$ 68.107	\$ 70.199
Pruning .....	\$ 3.555	\$ 5.386
Individual tree care .....	1.219	1.502
	\$ 5.074	\$ 6.888
Other materials .....	.685	.613
Other labor .....	.534	.885
	\$ 1.219	\$ 1.498
General expense .....	\$ 5.335	\$ 4.616
Taxes .....	22.332	21.350
Insurance .....	1.094	.907
Maintenance and repairs .....	5.612	4.532
Depreciation on buildings and equip. ....	13.482	10.501
Superintendence .....	4.064	5.672
Administration .....	2.764	2.169
	\$ 54.683	\$ 49.737
GRAND TOTAL .....	\$222.841	\$245.061
Number of accts. ....	759.	750.
Number of acres.....	17,967.04	17,143.31
Average yield per acre.....	191.	154.
Average cost per box .....	1.166	1.591

We have given you this because Florida very much needs similar exact segregation and compilation of figures. If we have a similar organization in Florida to the League in California, I believe we could present absolutely dependable figures to the public at large which would be far more convincing than all the bombastic talking regarding the wonderful opportunities in Florida without basing such talk on absolutely dependable figures.

## NEW OFFICE BUILDING FOR "GULF BRANDS" MAKERS

The Gulf Fertilizer Company has begun the construction of a new office building at Thirty-sixth street and Fourth avenue, Tampa. Its cost is to be \$18,000.00. The specifications call for a strictly modern hollow tile building, stuccoed. Complete heating plant equipment is called for and a lunch-room will be maintained for the convenience of employees. The new home of the "Gulf Brands" or-

ganization will be ready for occupancy on December first and will consolidate the production and office branches of the business as a unit materially facilitating the handling of their rapidly growing tonnage.

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## LAKE NURSERY

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# Growers and Shippers League Holds Important Meeting

The Executive Committee of the Growers and Shippers League of Florida met at the call of President L. B. Skinner in the office of the League in Orlando on Thursday, September 30th.

Those present were:

Mr. L. B. Skinner of Dunedin, Florida.

Mr. E. L. Wirt of Bartow, Florida. President of Florida Citrus Exchange.

Mr. E. D. Dow of Tampa, Florida, Traffic Manager of Florida Citrus Exchange.

Mr. F. L. Skelly of Orlando, Florida, Manager American Fruit Growers, Inc.

Mr. S. O. Chase of Sanford, Florida, President Chase and Company.

Mr. J. C. Chase of Orlando, Florida, Vice-President Chase and Company.

Mr. L. W. Tilden of Winter Garden, Florida.

Mr. V. B. Newton of Orlando, Florida, General Manager Standard Growers Exchange.

Secretary J. Curtis Robinson made a very interesting report and presented a comprehensive financial budget showing prospective receipts and disbursements for the ensuing months of 1926, and the entire year of 1927.

After very careful consideration of the budget the Committee decided it necessary in order to meet the current expense and obligations in the work being done by the League by experts and Commerce Counsel employed in the Line Haul and Refrigeration cases, to make dues \$1.00 per car. This is less than 3 mills per box on citrus. These dues will be payable on or before October 15th and on or before the 15th of each succeeding month for all cars passing through members hands during the preceding month.

All of the Committee heartily approved the work which has been done by the League for the growers and shippers since the meeting in Tampa in July.

Efforts are to be made to acquaint the shippers with the work being done by the League in behalf of all fruit and vegetable shippers, and those not financially supporting the League who are benefited the same as members of the League will be requested to take membership.

All of the Executive Committee

were enthusiastic in the view that there is more and more need daily for a League to watch the activities of the carriers, who propose from time to time so many changes in rates, rules and privileges imposing additional burdens in connection with the handling of perishables.

The League's Counsel, Mr. C. R. Marshall of Washington, D. C., is at work preparing a brief to be presented to the Interstate Commerce Commission of the evidence submitted to the Commission in the three hearings in the Line Haul Rate Case.

The League's Counsel is also making preparations for opposing any increases in refrigeration rates which may be demanded by the Fruit Growers Express in the investigation of refrigeration rate ordered by the Commission. The date for hearing this case has not yet been set by the Interstate Commerce Commission.

## HORTICULTURAL SOCIETY PROCEEDINGS

The proceedings of the Florida State Horticultural Society containing the several papers given at the Cocoa meeting last May was mailed September 25th. The copies were mailed to the addresses given at the time the membership was paid. If you have not received your Report make inquiries at your former address. One hundred extra copies of the Proceedings were printed and it is desired that a large part of these will be sold in the near future. This volume contains 247 pages and is the second largest ever published by the Society.

## LEESBURG PACKING COMPANY ADOPTS BLUE GOOSE EMBLEM

The Leesburg Packing Co. of Leesburg, with a long record in the citrus business of that section will hereafter market its production through the American Fruit Growers Inc.

G. W. Franklin, well known to the citrus growers of that section of the state, and at one time manager of the Manatee sub-exchange, will manage the Leesburg Packing Co. The house will offer growers in that vicinity a high class packing service, which coupled with the selling arrangement perfected should result most advantageously for its patrons.

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"Time Tried and Crop Tested"

	Ammo.	Potash	A. P. A.
Simon Pure No. 1	4	12	6
Gem Fruit & Vine	3	10	6
Gem Citrus 4-12-6	4	12	6
Citrus Special			
2-10-10	2	10	10
Fruit & Vine 5 Per			
Cent Special	8	5	6
Citrus Special 4-8-8	4	8	8
Gem Orange Tree	4	6	5
Gem Tangerine	5 1/2	12 1/2	7 1/2
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## GROWERS &amp; SHIPPERS

## LEAGUE SAVE STIFF AD-

VANCE ON CITRUS RATES TO  
DAKOTAS AND MINNESOTA

Continued from page 20

of citrus is shipped annually to the territory involved and that the cancellation of the thro rates would mean from \$25,000.00 to \$50,000.00 increase in transportation costs. The exact amount it is impossible to estimate because the rates to the various destinations are different.

The League called the attention of the traffic officials of the Northern Pacific, Great Northern and Soo Line to the fact that these rates from Florida were now under attack by the League as being unreasonable, and to increase them by the assessment of local rates would certainly make them more unreasonable. Mr. Robinson is in receipt of a letter from one of the officials advising that in view of the fact that the situation in their territory would apparently be included in complaint on docket 16939, the Florida Line Haul Rate case now before the Commission, they would be willing to suggest postponement of the proposal until the decision of the commission in that case.

"This", says Mr. Robinson, Secretary-Manager of the League, "simply goes to verify what we contended in our line haul case, viz: The carriers are not apparently interested in what would be a reasonable thro freight rate on Citrus Fruit from Florida, but each group of lines is particularly interested in how much they will receive as their proportion of the thro rate for the haul over their particular line. In the correspondence which I had with these northern lines, they advise they have been having considerable difficulty lately with respect to rates in general from Southern and Southeastern points, where rates have been published, without reflecting certain changes which have taken place since the rates were originally inaugurated. We are certainly grateful to the Northern lines for postponing this proposed advance until the matter is finally adjudicated by the decision by the Interstate Commerce Commission."

All weeds are a nuisance that ought to be cut

Before they have gone to seed  
Our roads would look better and  
fence corners, too

If everyone swatted the weed,

THE CULTIVATION OF  
CITRUS FRUITS

By H. HAROLD HUME

Illustrated

The author of this manual is recognized throughout Florida and the Gulf Coast as an authority on citrus fruits, but his book is not confined to this region. Mr. Hume has been a teacher and investigator in the University of Florida, and is now a citrus-grower and nurseryman of large experience. This new book is founded on the author's "Citrus Fruits and Their Culture," long a standard treatment in its many editions. The present work, which is abundantly illustrated, considers the whole subject of the culture of oranges, kumquats, grapefruit, lemons and others, as varieties; land and location, propagating, planting, tilling, fertilizing, pruning, spraying, harvesting, shipping, and marketing. The author also discusses the botany of the group, history, breeding, insects, diseases, and related questions. This book promises to become the standard treatise for its field. Price \$5.00.

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TAMPA, FLORIDAGold Mine of Ideas  
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683 Illustrations

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How you could forge ahead of other farmers in a way that would insure you liberal and steady profits! This book enables you to do the next best thing — you may have the experiences of 417 lives — experiences of successful farmers as told by themselves — briefly, clearly, completely. And many of these experiences are illustrated with accurate drawings! Imagine 270 pages chock full of ideas — 683 crystal clear illustrations. Just think of the value to you!

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Here's "the most remarkable book ever published for farmers," says one authority. It is remarkable in the extreme practical nature of its contents, in the wide range of farm subjects covered, in the world of illustrations it contains, and in the extremely low price.

## 861 Discoveries

One discovery sometimes makes a fortune. Here are 861 of them, any one of which may be of many dollars value to you. These discoveries may be classified as follows:

- |                                |                                      |
|--------------------------------|--------------------------------------|
| 138 on the farm shop           | 7 on greenhouse work                 |
| 35 on fencing                  | 22 on farm tools                     |
| 98 on auto, truck, and tractor | 84 on garden work                    |
| 61 on farm buildings           | 34 on poultry                        |
| 36 on field machines           | 17 on the lawn                       |
| 48 on concrete work            | 149 on household helps               |
| 72 on orchard work             | 76 on miscellaneous farm work        |
| 25 on painting                 | 16 on hunting, fishing, and trapping |
| 15 on live stock               |                                      |
| 28 on electrical work          |                                      |

—and every plan has been tested and found to be a money-saver. Most of the articles are illustrated with photographs or drawings. The devices described are easy to make because of these pictures and clear descriptions.

# WAS MISQUOTED SAYS RHODES AS TO PRICES Continued from page 10

this Report Tangerines are Count-  
ed as Oranges.

County	Oranges	Grapefruit	Total
Alachua	98	10	108
Brevard	1,216	685	1,901
Broward	45	6	51
Charlotte	21	25	46
Citrus	36	5	41
Dade	36	1,331	1,367
DeSoto	1,231	582	1,813
Flagler	6	4	10
Glades	17	14	31
Hardee	1,205	164	1,369
Hernando	175	102	277
Highlands	162	432	594
Hillsboro	1,271	590	1,861
Indian River	87	583	670
Lake	2,007	807	2,814
Lee	901	965	1,266
Manatee	340	1,388	1,728
Monroe	1	1	2
Martin	200	245	445
Marion	785	313	1,098
Orange	3,340	1,631	4,971
Okechobee	18	17	35
Osceola	315	82	397
Palm Beach	274	391	665
Pasco	286	212	498
Pinellas	1,970	872	2,842
Polk	3,804	5,025	8,829
Putnam	715	120	835
Sarasota	18	134	152
Seminole	577	94	671
Sumpter	125	17	142
St. Lucie	195	969	1,164
St. Johns	10	1	11
Volusia	1,890	218	2,108
Total carloads	22,777	18,035	40,812

L. M. RHODES

## WE CAN REPAY

Continued from page 22

her blue waters, and a determination of her people to make the winter season here one of such joy to every old-timer and every newcomer that all alike will say: "I'm glad I helped Florida — God bless her for all that she is and can be in the great galaxy of the states and make us Americans all, and always."

## CLASSIFIED

## Advertisements

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

## REAL ESTATE

**WILL EXCHANGE** West Texas cattle ranch for unimproved or improved land in Florida. What have you? Give price and full particulars. T. E. Bartlett, 3410 McKinley Ave., El Paso, Texas.

## THE CITRUS INDUSTRY

**FIVE ACRES** and a town lot, all for \$700.00 Biggest bargain in Florida. Certain money maker. We want reliable salesmen to present this meritorious proposition to investors. Sumter Gardens and Bushnell Park lots. Every purchaser highly pleased. Florida Garden Land Company, Box 1759, St. Petersburg, Florida.

**"BOOK OF TRUTH"**  
For planters of new groves  
Is yours for the asking,  
Write Today.

**OCKLAWAHA NURSERIES, INC.**  
"Pedigreed Citrus Trees"  
Lake Jem, Florida

**FOR SALE CHEAP**—Eleven acres high, rolling citrus land; 4 acres cleared with small house, and large nice bearing orange trees full of fruit. Nicely located near Altamonte Springs, Fla. For particulars write H. A. Lunquiere, 41 N. W. 29th St., Miami, Fla.

**WANT TO SELL HALF INTEREST IN FIFTEEN ACRE SATSUMA BEARING GROVE ON HIGHWAY NEAR PANAMA CITY, ROBT. LAMBERT, OWNER. FOUNTAIN, FLA.**

**SATSUMA BUDWOOD** from Bearing Trees. Hills Fruit Farm, Panama City, Fla.

**FOR SALE**—Pineapple land in winterless Florida. \$15 an acre. Almont Ake, Venus, Fla.

## MISCELLANEOUS

**ADVERTISING RESEARCH WANTED:** Specialist in foods and nutrition, drugs, disinfectants, and insect control. Successful record in copy work and syndicate writing. Desire assignments in fruit products. Can introduce new facts and put new punch into educational advertising. Mrs. Susa P. Moore, P. O. Box 523, Chicago.

**FOR SALE**—Dairy and stable manure, car lots. Link & Bagley, Box 464, Tampa, Fla.

**WHITE WYANDOTT** Cockerels, regal strain —the best in the country, direct from Martin pens. Utility and show birds \$5.00 each; also eggs for hatching \$5.00 per 15. W. A. King, Gen. Del., St. Petersburg, Fla.

**REPOSSESSED** player piano may be purchased for small unpaid balance by reliable parties on easy payments. We guarantee this player to be in excellent condition and a very unusual buy. Plenty of good rolls and bench included. M. L. Price Music Co., Tampa & Zack St., Tampa.

**SOUTHDOWN SHEEP**, White Rocks, Toulouse Geese, Guineas, Angora and Milk Goats, Circular free. Woodburn, Clifton, Va.

**WANTED:** Competent man to work ten acre farm near Ocala, Florida. Profit sharing basis. Young tangerine grove, many fruit trees, rich soil. Big money in onions, poultry. Comfortable, furnished house, good barn. R. F. D. 41, Burbank, Fla.

**FOR SALE**—Remington Portable Typewriter with standard keyboard. Has all advantages of larger machine. Ideal for farm and home use. \$60 cash or sold on easy terms. Remington Typewriter Co., 103 Parker St., Tampa, Fla.

## FARM—GROVE—HOME

**22 ACRE** large bearing grove; modern two-story, 8 room house, completely furnished on third largest lake in state in thriving town; good roads, church, schools; complete line farm implements and tools. P. F. Cloonan, Yalaha, Lake County, Fla.

**HIGH BLOOD PRESSURE** easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mohawk, Fla.

**LAREDO SOY BEANS**, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

**MILLION** Porto Rico Potato Plants, \$2.50 1000. W. W. Williams, Quitman, Ga.

**"A GOOD HAND LENS** is necessary to produce good fruit. R. E. Lenfest, Winter Park carries a stock of the best and most practical for the convenience of growers. A good lens saves spraying money. Write for prices."

**FARMER AGENTS:** Make \$25.00 weekly selling Comet Sprayers. Profitable winter employment. You take orders. We deliver and collect. Commissions weekly. Established 35 years. Particulars free. Rusler Co., Box C-18, Johnstown, Ohio.

**EARLY BEARING** Papershell Pecan trees budded or grafted and guaranteed. Great shortage this year. Write for catalog today. Bass Pecan Company, Lumberton, Miss.

We Collect Notes, Accounts, Claims anywhere in world. No charges unless collected. We have collected in every State in Union, Canada and foreign countries. 25 years experience. MAY'S COLLECTION AGENCY, 28 Tinker Building Orlando, Fla.

**12,000 QUALITY** White Leghorn and Ancona Chicks, July delivery, reduced to \$10.00 per hundred, postpaid, prompt shipments. We are only few miles Florida line. Fain's Hatchery, Edison, Ga.

**FOR SALE**—All varieties bananas and citrus trees. D. A. Nipels, Palm Harbor, Fla.

**STRAWBERRY PLANTS.** Send \$2.50 for 500 Missionary or Klondyke. \$4.50 per 1,000. Ready now. John Lightfoot, East Chattanooga, Tenn. 10-12

**Light Plants, Automatic Water Plants and Electric Refrigerators**  
**CHARLES GREENE CO.**  
1221 Florida Ave. Phone 3477  
TAMPA, FLORIDA

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**Dental Offices**

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Tampa, Florida

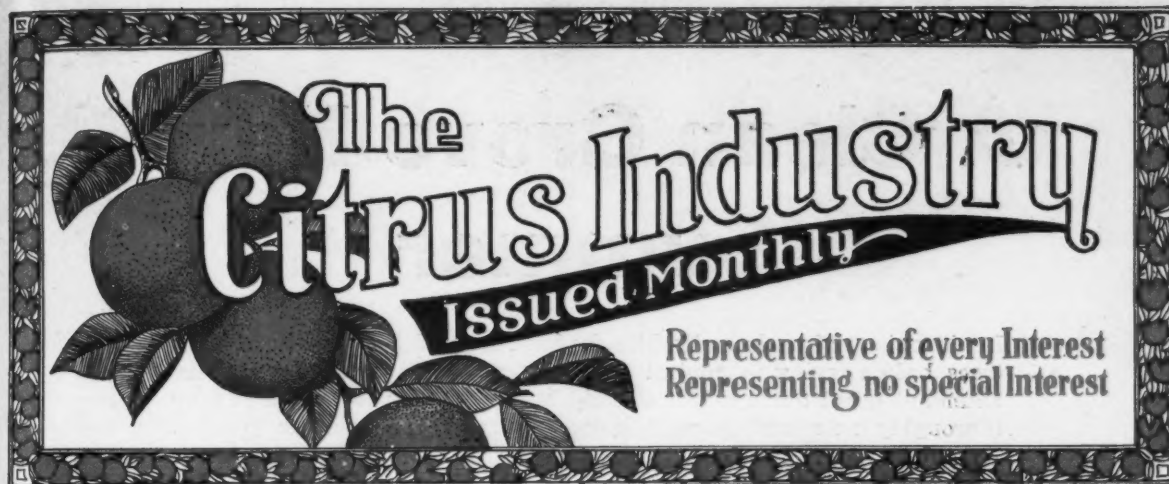
Corner Franklin & Twiggs  
Hours: 8:30—7:00  
Sundays: 10:00—1:00

## BABY CHICKS FOR SALE

Purebred Barron strain large type white leghorn baby chicks, \$13 hundred.  
Brown leghorns, \$15 hundred.  
Owens and Donaldson strain Rhode Island reds, \$16 hundred.  
Thomson's strain Barred Plymouth Rocks, \$16 hundred.  
White Rocks, \$17 hundred.  
Buff Orpingtons, \$17 hundred.  
Anconas, \$17 hundred.  
All good size purebred stock. These are Fall and Winter prices, which will be lower in the Spring. We do not ship C. O. D. or accept personal check. Remit Money Order. Shipments made promptly. Live delivery guaranteed. Take statement from Post Master if any arrive dead.

**The Kingston Poultry Co.**  
Mayo, Fla.





Vol. 7, No. 11

TAMPA, FLA., NOVEMBER, 1926

15 Cts. A Copy

Uniformly



The Best

## EXPANSION---

The expansion of any business involves an expansion of sales—of demand for the product which shall precede or keep pace with expansion in all other departments—else the business becomes top-heavy.

The unusual success to date of the American Fruit Growers Inc., may be attributed to the fact that its constant effort has been to enlarge its selling power, and that all else has been subordinated to that end.

Most modern merchandising practices, very effective advertising, and, above all, a consistent effort to give truly a square deal to jobbers, retailers and consumers have resulted in obtaining a constantly expanding market for fruits bearing the BLUE GOOSE or AFG trademarks.

This has permitted, in turn, without taxing selling facilities or producing any sign of top-heaviness, a continuing expansion of tonnage handled, as more and more citrus growers in Florida have become convinced of the superiority of the service which this organization affords.

### American Fruit Growers Inc.

Orlando, : Florida

Dependable



Quality

# A Clean Grove Next Summer

Don't wait until scale and white fly have sapped the vitality of your trees before trying to control them. If you wait until they appear abundant great damage has already been done to your trees. Spray thoroughly now and prevent damage during the summer months. Hundreds of growers keep their groves free from these pests clear through the summer by spraying thoroughly once each fall or winter with

**EMULSO**  
THE BETTER SPRAY

and

**RED DIAMOND  
CALCIUM CASEINATE**

Emulso is an emulsion of a special blend of petroleum oils which destroy fruit tree insects without injury to the tree. It must be really "the better spray" because more Emulso is used in Florida than all other oil sprays combined.

Red Diamond Calcium Caseinate is an adhesive and spreader which makes all sprays form a more perfect film over the leaves and fruit. Emulso, Red Diamond Calcium Caseinate, Niagara Dust and Dusters and other Peninsular products may be obtained from authorized dealers all over Florida or direct from

"The Company that Sells Results"

**Peninsular Chemical Co.**  
INCORPORATED

**EMULSO**  
THE BETTER SPRAY

**OIL INSECTICIDES FOR FRUIT TREES**

# Nearly Half A Century of Leadership!

To think on it a second, there is a great deal of meaning for you behind the phrase, "world's oldest and largest," especially when applied to a citrus nursery.

To be the world's oldest implies not only long years of sound experience, but a reputation for business integrity solidly built and jealously maintained.

To be the world's largest means in this day and age a leadership in quality of product, economy of costs and prices, and superiority of service.

The GLEN SAINT MARY NURSERIES are the OLDEST AND LARGEST CITRUS NURSERIES IN THE WORLD.

## Glen Saint Mary Nurseries Co.

Winter Haven, Florida

### Offices:

Citrus Exchange Bldg., Tampa, Fla.

First State Bank Bldg., Winter Haven, Fla.

Orlando Bank and Trust Co., Orlando, Fla.



Glen Saint Mary  
Nurseries,  
Winter Haven, Fla.

Gentlemen: Please send me  
your new Citrus Catalog.

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# "Advertising Is The Life Of Trade"

President Calvin Coolidge

"It is not enough that goods are made; a demand for them must also be made. It is on this foundation of enlarging production through the demands created by advertising that very much of the success of the American industrial system rests.

"Advertising is not economic waste, but on the other hand ministers to the true development of trade. Advertising right-fully applied is the method by which the desire is created for better things.

"Advertising creates and changes the foundation of all popular action, public sentiment, or public opinion. It is the most potent influence in adopting and changing the habits and modes of life, affecting what we eat, what we wear, and the work and play of the whole nation. Formerly it was an axiom that competition was the life of trade. Under the methods of the present day it would seem to be more appropriate to say that advertising is the life of trade."



**THE CITRUS INDUSTRY** concentrating as it does, on the citrus trade, offers the advertiser, desiring to enter this field, **Maximum Results At Minimum Cost.**